I CLAIM:

1. A method of encoding original data with watermark data, comprising:

analyzing the original data to discern innate watermark biases therein; and

5   encoding watermark data in the original data, exploiting said innate biases to

partially represent the encoded watermark, thereby yielding encoded data.

2. The method of claim 1 wherein the analyzing includes performing a decoding

operation on the original data.

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3. The method of claim 2 in which the analyzing includes performing plural

decoding operations on the original data.

4. The method of claim 1 which includes selecting one or more watermark

15   payload bits in accordance with said innate biases.

5. The method of claim 1 which includes selecting an encoding origin in

accordance with said innate biases.

20   6. The method of claim 1 in which the original data represents image

information.

7. The method of claim 1 in which the original data represents audio information.

25   8. The method of claim 1 that further includes decoding watermark data from the

encoded data.

9. The method of claim 8 that further includes controlling an aspect of a system's

operation based on at least part of the decoded watermark data.

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10. The method of claim 9 in which the system is a content playback or recording system.

11. The method of claim 3 which includes performing one decoding operation on the original data when considered in a first manner, and decoding a second operation on the said data when considered in a second manner.

12. The method of claim 11 in which the first manner comprises considering the original data using a first watermarking origin, and the second manner comprises considering the original data using a second watermarking origin.

13. A computer storage media having stored thereon content processed in accordance with the method of claim 1.

14. A computer storage media having stored thereon software instructions for causing a programmable system to perform the method of claim 1.